

Confident Learner



Candid photo of Samantha on a road trip. Taken from facebook with her permission.

Samantha Bell

“I’d love to do some networking”

Samantha is just finishing her MBA and is excited about a product she created while in school.

She browsed through a few forums on how to really get her product into stores and realized she needed some connections.

Excited to finally be out of school, she decided it is time for her to make connections and start networking and a conference sounded like the perfect way to do that. She thinks she might need a barcode for her product as well.

When she has a problem she doesn’t ask for help. She either ignores the problem or clicks around until she finds solutions.

First time user

Female, 27 years old, single Student

Sam prefers to learn how to do things by trying them out by herself. She isn’t worried about ‘breaking’ anything. If she needs help she’ll play around instead of using a help manual.

Needs

In order of preference:

- Find out if there’s an upcoming conference
- Sign up for the conference
- Look for networking opportunities

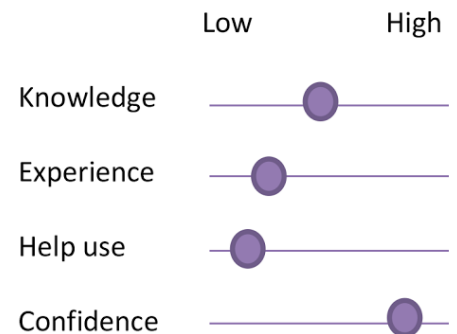
Ideal features

- Access to site whether member or not
- Ability to locate conference details and date
- Ability to sign up for the conference
- Access to view networking opportunities

Frustrations

- Slow loading site
- Cluttered website
- Site with unclear labeling and/or navigation
- Being required to sign in
- Not finding information needed
- Not seeing any networking opportunities or possibilities

Key Attributes



Small Business Owner



Wade, busy at work in the Wade's Wild Sauces kitchen and production line.

Wade Simons

"As the busy owner of Wade's Wild Sauces, I need quick solutions!"

Wade has worked as a chef for most of his life but 10 years ago he began selling his award-winning sauces to local distributors and grocery stores under the business name of Wade's Wild Sauces. Since then his business has expanded to a product line of 13 different sauces.

As a small business owner, Wade is involved in every aspect of his products - from farming fresh ingredients to selling a final product. With limited resources and time, he needs a quick and simple way to manage all of his business needs.

Wade is a GS1 US member who uses the site a few times a years for managing his prefixes. He's unaware of many GS1 services, tools, and events but is likely to be interested in learning more.

The Casual User

-Male, 68 years old, married

-Small business owner

Wade's office is located in his busy kitchen. He's constantly being pulled away from tasks to help out with production. He's a late-adopter of new technology and sometimes needs help getting started but is quick to learn.

Needs

In order of preference:

- Manage 13 prefixes for his line of sauces
- Network with Grocery Industry leaders to expand his marketplace
- Renew membership

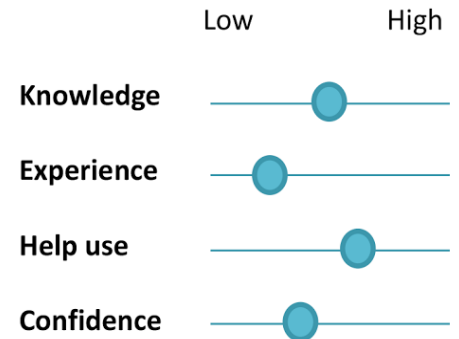
Ideal features

- FAQ page with member forums
- Main dashboard for managing his account
- Simple navigation for finding new information
- A user-generated event calendar for networking in the Grocery Industry

Frustrations

- Having to spend too much time on a site for one task
- Accounts that require frequent user activity
- Poor navigation and search
- Remembering all of his account's log in information
- Expensive memberships
- Slow running sites

Key Attributes



Mid-Size Company



Jennifer posing for a company photo with some of the company's products.

Jennifer Garcia

"I need a partner in tracking systems for my company's products."

Jennifer was recently promoted to a product manager position at her mid-size medical supplies company. She worked there for four years before the promotion and knows the company's products very well.

One of her new main responsibility is to keep track of all the product lines her company makes as well as add new products into the tracking system.

Jennifer knows that her company is a member of GS1 US but have not used them before. She has a limited amount of time to adjust to the new position before she has to show some progress and improvements.

First time user

- Female, 36 years old, married
- Product manager

Jennifer prefers to play by the books and follow the rules in personal and professional life. She and her husband have two kids and Jennifer also has an elder mom, which she looks after on a regular basis.

Needs

In order of preference:

- Get up to speed on current system
- Find a contact to work with at GS1 US
- Increase efficiency

Ideal features

- Transfer roles and duties to new employee as a member
- Make appointment online for one-on-one meeting with representative
- Manage current products in the system

Frustrations

- Hard to navigate website
- Difficulty working with just one point of contact
- Finding out what to learn for different types of tracking methods
- Lack of conferences nationwide

Key Attributes

